

**Appln No. 09/886,806
Amdt date July 5, 2005
Reply to Office action of January 3, 2005**

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Please cancel claims 1, 12-14, 16-18, and 20-21, amend claims 2-6, 8, 10, 11, 15, 19, 22 and 23, and add new claims 24-31, as follows:

1. (Canceled).
2. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a VCR.
3. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a scanner.
4. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a DVD player.
5. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source includes a VCR.
6. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising a printer.

Appln No. 09/886,806
Amdt date July 5, 2005
Reply to Office action of January 3, 2005

7. (Original) A vanity console display system of claim 6, wherein the printer is responsive to the user input signals to print said image.

8. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising a projector.

9. (Original) A vanity console display system of claim 8, wherein the projector is responsive to the user input signals to project said image.

10. (Currently Amended) A vanity console display system of claim [[1]] 24, further comprising an illumination device mounted on said vanity console.

11. (Currently Amended) A vanity console display system of claim [[1]] 24, wherein the video image source provides an audio component.

12. (Canceled).

13. (Canceled).

14. (Canceled).

15. (Currently Amended) A vanity console display system of claim [[13]] 24, wherein the control unit comprising a processor for altering the video image signals.

16. (Canceled).

17. (Canceled).

Appln No. 09/886,806
Amdt date July 5, 2005
Reply to Office action of January 3, 2005

18. (Canceled).

19. (Currently Amended) A vanity console display system of claim [[17]] 24, wherein the vanity console includes a housing defining a cavity in which the image display is positioned behind the mirror.

20. (Canceled).

21. (Canceled).

22. (Currently Amended) A vanity console display system of claim [[21]] 28, wherein said video image source is a VCR.

23. (Currently Amended) A vanity console display system of claim [[21]] 28, further comprising a user input device, and the video image source is responsive to the user input device.

24. (New) A vanity console display system, comprising:
a vanity console having a mirror supported on a base, an image display and a touch screen positioned on said mirror, said mirror having reflective and transmissive properties, the base adapted to support the mirror on a generally horizontal surface such that a user of the console can view in the mirror a reflected image of at least a portion of his or her face along with an image on the image display transmitted through the mirror to the user;

at least one video image source adapted to provide the image on the image display;

a control unit connected to said video image source and configured to receive user input signals from the touch screen

Appln No. 09/886,806
Amdt date July 5, 2005
Reply to Office action of January 3, 2005

for controlling the video image source to transmit signals representative of said image.

25. (New) A vanity console display system of claim 24, wherein the transmitted image is pre-recorded.

26. (New) A vanity console display system of claim 24, wherein the transmitted image is a pre-recorded video.

27. (New) A vanity console display system of claim 24, wherein the transmitted image is a pre-recorded infomercial.

28 (New) A vanity console display system for use with a counter, comprising:

a vanity console having a mirror and an image display, said mirror having reflective and transmissive properties, said vanity console also having a housing and a base;

at least one video image source adapted to provide an image to the image display;

wherein said image display is positioned relative to the mirror such that it is generally hidden from a user and the image is visible to the user through the mirror when the image display is actuated to transmit said image; and

the base is adapted to support the mirror on the counter.

29. (New) A vanity console display system for use in sales of merchandise, comprising:

a vanity console having a mirror and an image display, said mirror having reflective and transmissive properties, the base adapted to support the mirror on the counter so that a customer can view in the mirror a reflected image of at least a portion

**Appln No. 09/886,806
Amdt date July 5, 2005
Reply to Office action of January 3, 2005**

of his or her face along with an image on the image display transmitted through the mirror to the customer;

at least one image source adapted to provide a prerecorded advertisement image to the image display;

wherein the image displayed on the image display is generally hidden from view and only visible to the customer when the image display is actuated.

30. (New) A vanity console display system of claim 29, wherein a ratio of transmitted image size to mirror size is generally between one-half to one-quarter.

31. (New) A vanity console display system of claim 29, wherein the merchandise is cosmetics..